

Who cares about our web presence?

What data?

Data Studio Reports

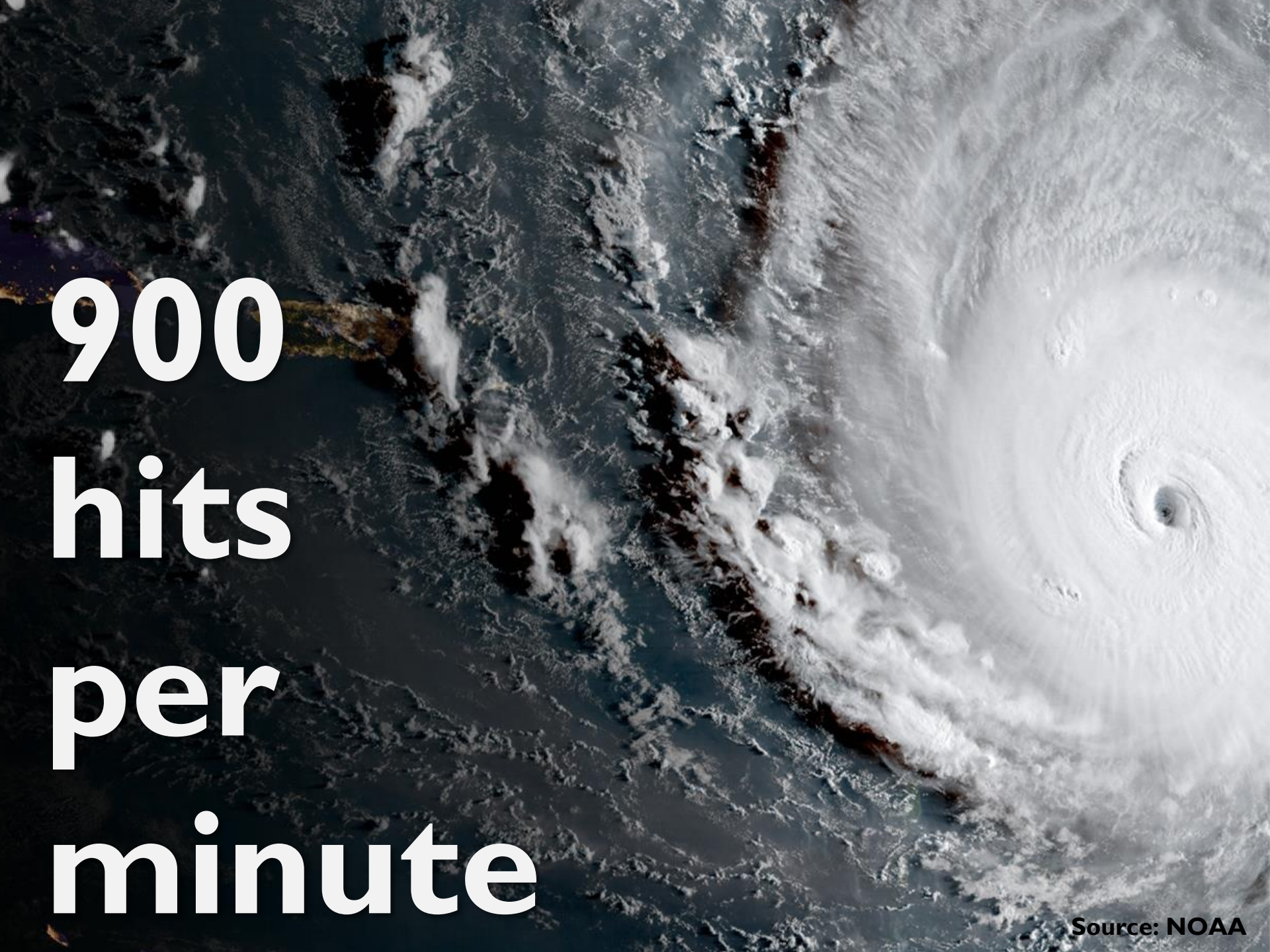
Enhancing IDSS

80/20 Rule



90 million

annual web communications with partner agencies



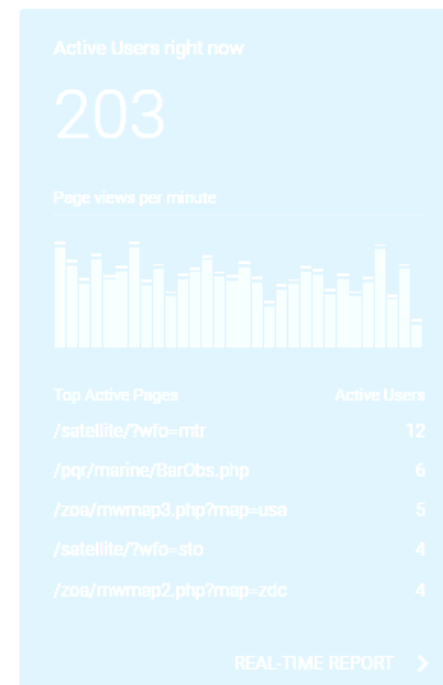
**900
hits
per
minute**

Brett Smith
Intelligence Specialist
Fremont Winema National Forest

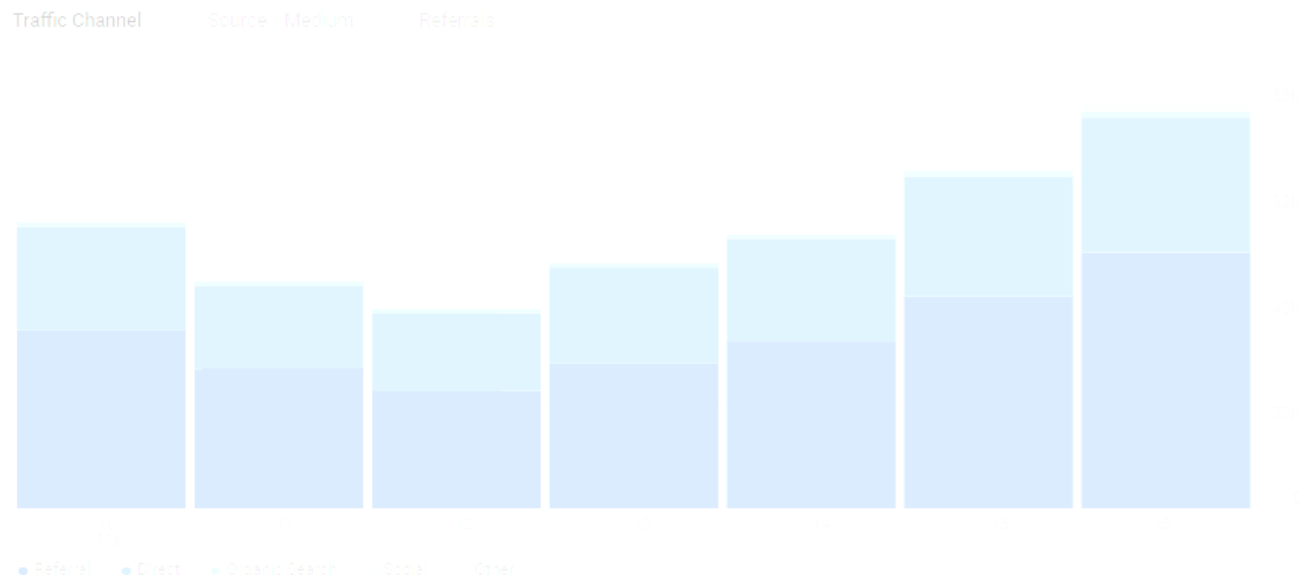


How do I view the data?

Email me. noel.keene@noaa.gov



How do you acquire users?



Where are your users?



Local forecast by
"City, St" or ZIP code

[Location Help](#)

News Headlines

- [Flooding Ongoing Along Several Area Rivers - Latest Stages and Forecasts](#)



SITUATION REPORT

Severe Storms Possible This Weekend; River Flooding Continues

MY FORECAST

Saint Louis MO



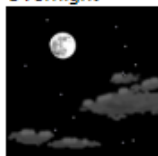
A Few Clouds

76°F

24°C

[Get Detailed info](#)

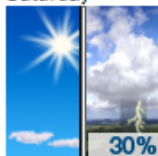
Overnight



Mostly Clear

Low: 67°F

Saturday



Sunny then Chance T-storms

High: 87°F

[change location](#)

NWS Forecast Office St. Louis, MO

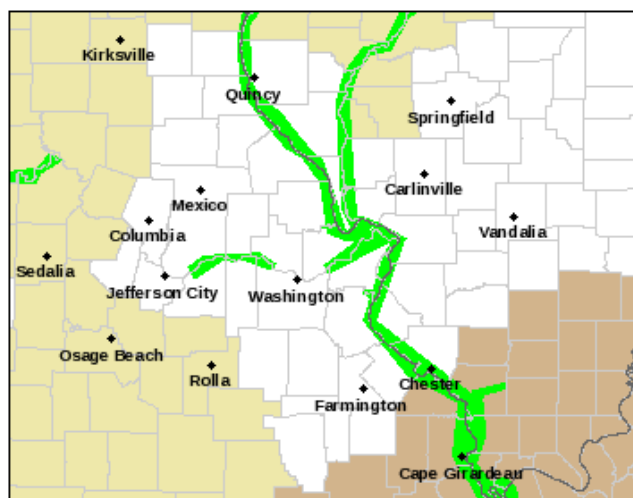
[Weather.gov](#) > St. Louis, MO

St. Louis, MO

Weather Forecast Office

[Current Hazards](#)
[Current Conditions](#)
[Radar](#)
[Forecasts](#)
[Rivers and Lakes](#)
[Climate and Past Weather](#)
[Local Programs](#)

Click a location below for detailed forecast.



Last Map Update: Sat, May. 18, 2019 at 1:11:58 am CDT

[Watches,
Warnings &
Advisories](#)



[Flood Warning](#)



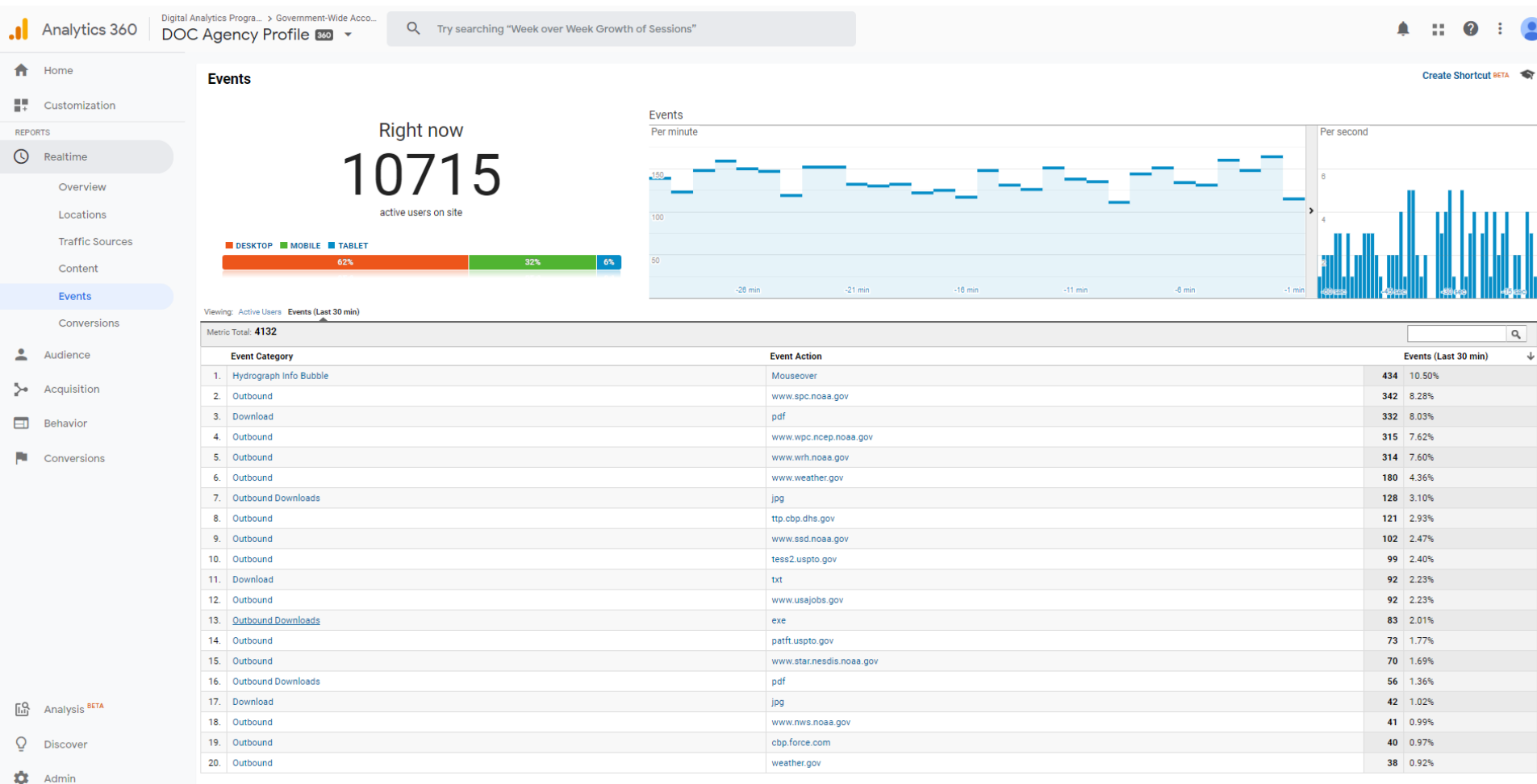
[Lake Wind Advisory](#)



[Hazardous Weather
Outlook](#)



Real-time data: 2am EDT 5/18/2019



Real-time data: 2am EDT 5/18/2019

Event Category		Event Action	Events (Last 30 min)	
1.	Hydrograph Info Bubble	Mouseover	389	9.43%
2.	Outbound	www.spc.noaa.gov	363	8.80%
3.	Download	pdf	325	7.88%
4.	Outbound	www.wrh.noaa.gov	285	6.91%
5.	Outbound	www.wpc.ncep.noaa.gov	279	6.77%
6.	Outbound	www.weather.gov	190	4.61%
7.	Outbound Downloads	jpg	134	3.25%
8.	Outbound	ttp.cbp.dhs.gov	114	2.76%
9.	Outbound	www.ssd.noaa.gov	103	2.50%
10.	Outbound	www.usajobs.gov	97	2.35%
11.	Outbound	tess2.uspto.gov	94	2.28%
12.	Outbound Downloads	exe	88	2.13%
13.	Outbound	www.star.nesdis.noaa.gov	71	1.72%
14.	Download	txt	70	1.70%
15.	Outbound	patft.uspto.gov	70	1.70%

Real-time data: 2am EDT 5/18/2019

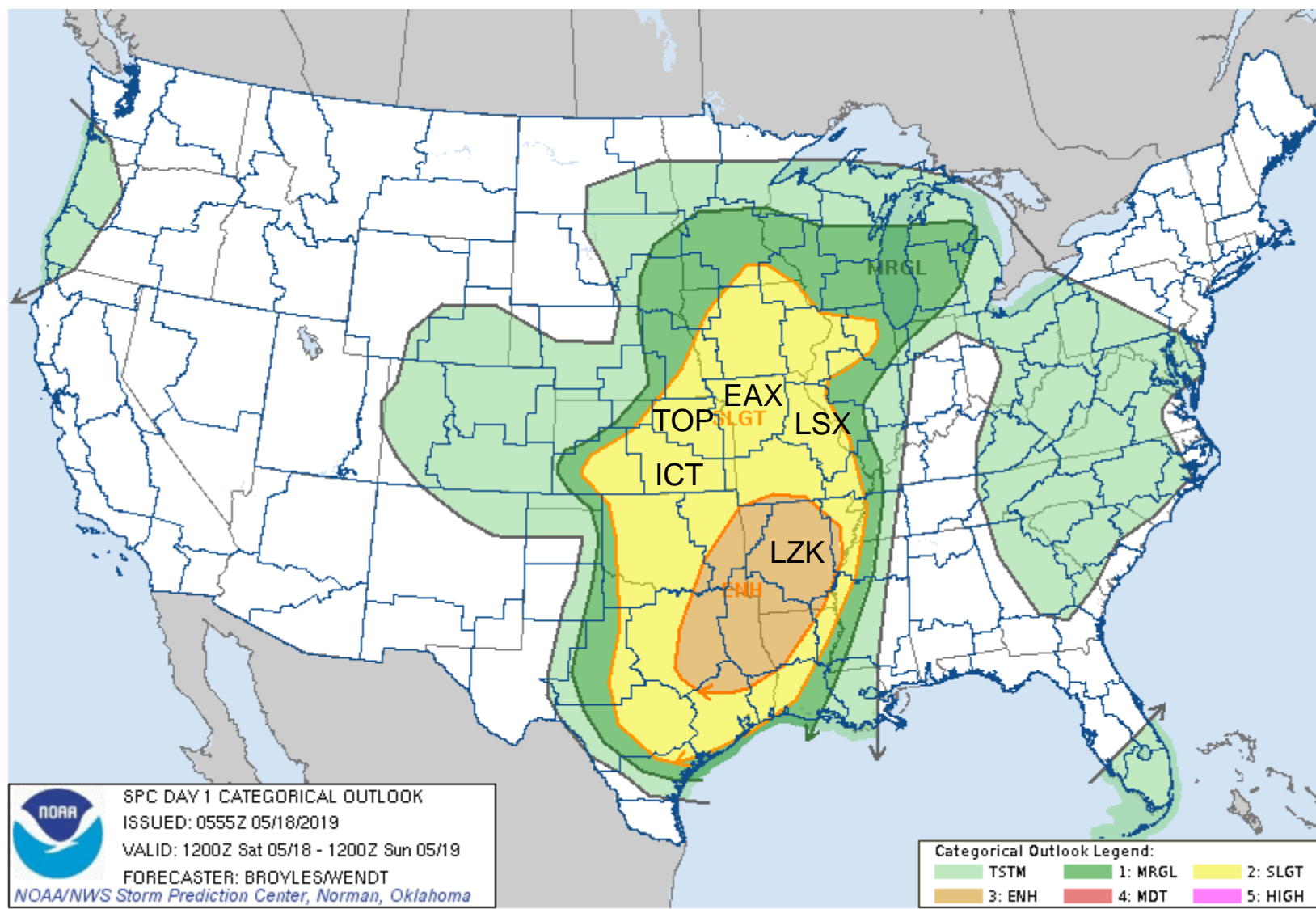
Viewing: [Active Users](#) [Events \(Last 30 min\)](#)

Metric Total: 560

Event Action	Event Label	Events (Last 30 min)
1. pdf	https://www.cbp.gov/sites...0Form%206059B_English.pdf	14 2.50%
2. pdf	https://www.cbp.gov/sites...59B_SimplifiedChinese.pdf	12 2.14%
3. pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	11 1.96%
4. pdf	https://www.cbp.gov/sites...hure-chinese-20161104.pdf	9 1.61%
5. pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	8 1.43%
6. pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	7 1.25%
7. pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	7 1.25%
8. pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	7 1.25%
9. pdf	https://www2.census.gov/g...ave/DC10CT_C04015_002.pdf	7 1.25%
10. gz	https://www.ndbc.noaa.gov/download_data.php	6 1.07%
11. mp4	https://www.cbp.gov/video...o-enroll-evus-chinese.mp4	5 0.89%
12. pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	5 0.89%
13. pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	5 0.89%
14. txt	https://www.tsunami.gov/e...34000/3/WEPA40/WEPA40.txt	5 0.89%
15. exe	ftp://chemdata.nist.gov/d...es/MS_Search/NIST_PEP.exe	4 0.71%
16. jpg	https://oceanservice.noaa...day-infographic-large.jpg	4 0.71%
17. pdf	https://www.cbp.gov/sites...20Club%20Update122017.pdf	4 0.71%
18. pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	4 0.71%
19. pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	4 0.71%
20. pdf	https://www.weather.gov/m...ro/precipitation-2019.pdf	4 0.71%

Situation Reports: EAX, ICT, TOP, LSX

Metric Total: 561				
	Event Action	Event Label	Events (Last 30 min)	
1.	pdf	https://www.cbp.gov/sites...59B_SimplifiedChinese.pdf	15	2.67%
2.	pdf	https://www.cbp.gov/sites...0Form%206059B_English.pdf	12	2.14%
3.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	11	1.96%
4.	pdf	https://www.cbp.gov/sites...hure-chinese-20161104.pdf	10	1.78%
5.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	8	1.43%
6.	pdf	https://www2.census.gov/g...ave/DC10CT_C04015_002.pdf	7	1.25%
7.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	6	1.07%
8.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	6	1.07%
9.	mp4	https://www.cbp.gov/video...o-enroll-evus-chinese.mp4	5	0.89%
10.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	5	0.89%
11.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	5	0.89%
12.	exe	ftp://chemdata.nist.gov/d...es/MS_Search/NIST_PEP.exe	4	0.71%
13.	gz	https://www.ndbc.noaa.gov/download_data.php	4	0.71%
14.	mp4	https://www.cbp.gov/video...us-enrollment-chinese.mp4	4	0.71%
15.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	4	0.71%



Local forecast by
"City, St" or ZIP code

Enter location ...

[Location Help](#)

News Headlines

- [Spring, 2019 Outlook](#)
- [Events in May, 2019](#)
- [April, 2019 Monthly Summary](#)
- [Significant Events Across Arkansas in 2019](#)
- [More Local News](#)

MY FORECAST

Saint Louis MO



A Few Clouds

76°F

24°C [Get Detailed Info](#)

Overnight



Mostly Clear
Low: 67°F

Saturday



Sunny then Chance T-
storms
High: 87°F

[change location](#)

NWS Forecast Office Little Rock, AR

[Weather.gov](#) > Little Rock, AR

Little Rock, AR

Weather Forecast Office

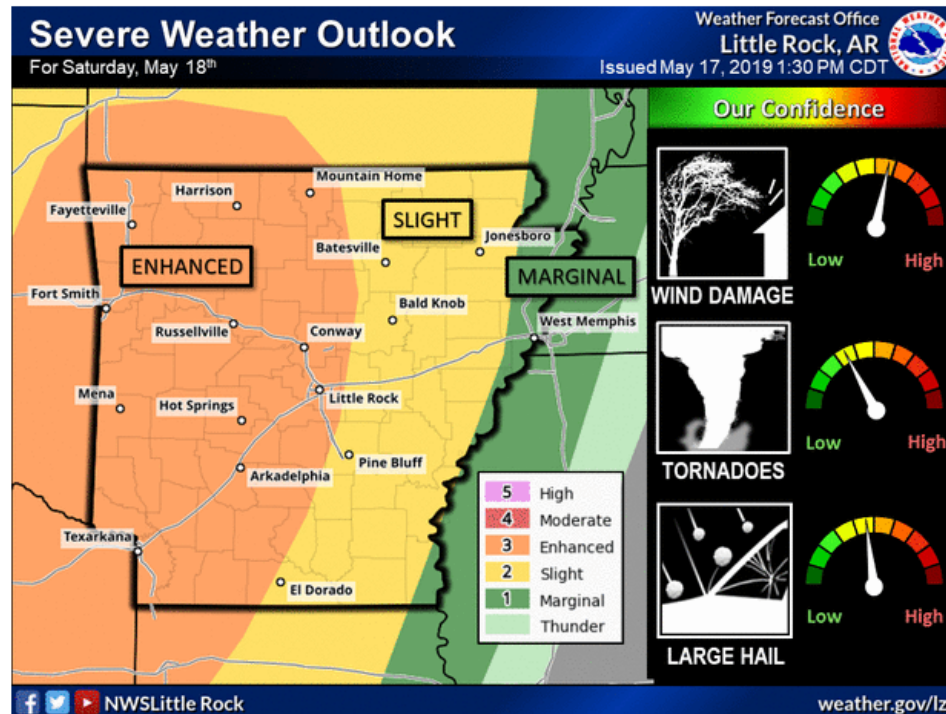
[Current Hazards](#)
[Current Conditions](#)
[Radar](#)
[Forecasts](#)
[Rivers and Lakes](#)
[Climate and Past Weather](#)
[Local Programs](#)

Sat Severe Weather
Potential

Forecast Rainfall
Through Sunday

Tonight

SPC Risk Categories



Chances for thunderstorms return to the forecast for Saturday afternoon and night. There will be a threat for severe weather, with all modes of severe weather possible. Damaging winds and large hail will be the primary threats with the strongest storms, with a few tornadoes also possible.

[Hide Caption](#)

Home

Customization

REPORTS

Realtime

Overview

Locations

Traffic Sources

Content

Events

Conversions

Audience

Acquisition

Behavior

Conversions

PAGE: lzk

Content

1 active pages

Create Shortcut BETA

Right now

5

active users on site

DESKTOP MOBILE

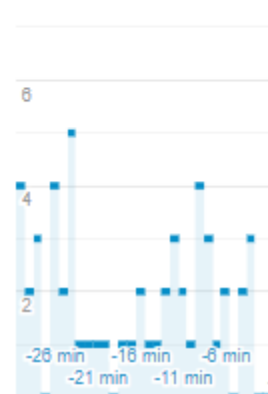
80%

20%

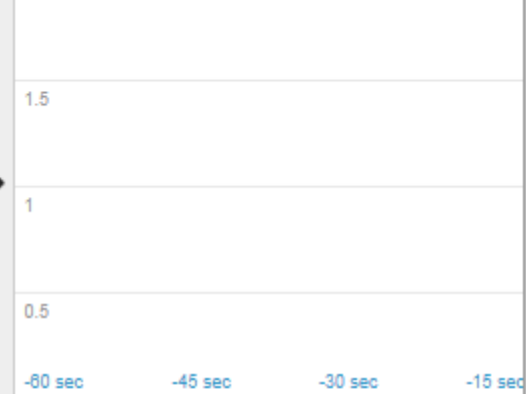
Pageviews

Show all: Pageviews

Per minute



Per second



Viewing: Active Users Pageviews (Last 30 min)

Metric Total: 54

lzk

	Page	Page Title	Pageviews (Last 30 min)	
1.	weather.gov/lzk/	Little Rock, AR	48	88.89%
2.	w2.weather.gov/lzk/	Little Rock, AR	2	3.70%
3.	weather.gov/lzk/dssarkansas.htm	NWS Little Rock, AR - Decision Support Page	1	1.85%
4.	weather.gov/lzk/skywarn.htm	NWS Little Rock, AR - Skywarn Page	1	1.85%
5.	weather.gov/lzk/svr0419a.htm	NWS Little Rock, AR - Sev...on April 30 - May 3, 2019	1	1.85%
6.	weather.gov/lzk/wxcntl3.htm	NWS Little Rock, AR - Climate Data	1	1.85%

Real-time data: 3pm EDT 5/18/2019

Right now
28827

active users on site

DESKTOP MOBILE
TABLET

52%

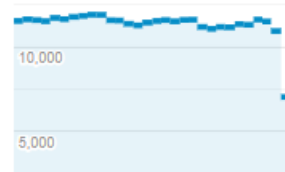
41%

7%

Pageviews

Per minute

15,000



min -26 min -21 min -16 min -11 min -8

Per second

375



-26 min -21 min -16 min -11 min -8 min

Viewing: **Active Users** Pageviews (Last 30 min)

Metric Total: **28830**

Active Page		Page Title	Active Users	
				↓
1.	weather.gov/	National Weather Service	1,427	4.95%
2.	aviationweather.gov/metar/data	AWC - METeorological Aerodrome Reports (METARs)	1,068	3.70%
3.	spc.noaa.gov/products/outlook/day1otlk.html	Storm Prediction Center M... Day 1 Convective Outlook	1,061	3.68%
4.	water.weather.gov/ahps2/hydrograph.php	National Weather Service ...ologic Prediction Service	774	2.68%
5.	spc.noaa.gov/products/outlook/day3otlk.html	Storm Prediction Center M...vere Thunderstorm Outlook	575	1.99%
6.	spc.noaa.gov/	NOAA/NWS Storm Prediction Center	471	1.63%
7.	mobile.weather.gov/index.php	NWS Mobile Weather	465	1.61%
8.	spc.noaa.gov/products/outlook/day2otlk.html	Storm Prediction Center M... Day 2 Convective Outlook	430	1.49%
9.	weather.gov/radar	Doppler Radar National Mosaic	416	1.44%
10.	weather.gov/fwd/	Fort Worth/Dallas, TX	363	1.26%
11.	spc.noaa.gov/products/outlook/	Storm Prediction Center Convective Outlooks	347	1.20%
12.	aviationweather.gov/taf/data	AWC - Terminal Aerodrome Forecasts (TAFs)	336	1.17%
13.	spc.noaa.gov/climo/reports/today.html	Storm Prediction Center Today's Storm Reports	299	1.04%
14.	nhc.noaa.gov/	National Hurricane Center	297	1.03%
15.	weather.gov/tsa/	Tulsa, OK	292	1.01%
16.	aviationweather.gov/radar/site	AWC - Radar	187	0.65%
17.	portal.uspto.gov/pair/publicpair	Public Pair - Public Pair	176	0.61%
18.	spc.noaa.gov/products/	Storm Prediction Center Forecast Products	163	0.57%
19.	weather.gov/oun/	Norman, OK	158	0.55%
20.	aviationweather.gov/progchart/sfc	AWC - Prog Charts	139	0.48%

EVENT ACTION: pdf x

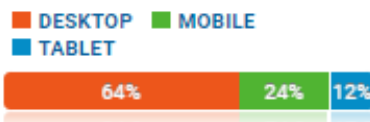
EVENT CATEGORY: Download x

clear

Events

Create Shortcut BETA 

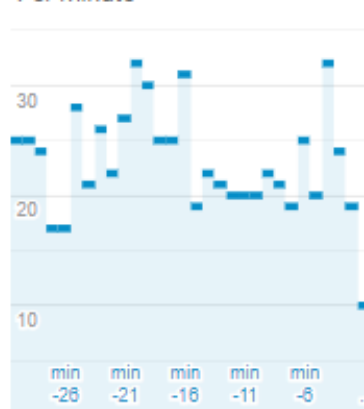
Right now
125
active users on site



Events

☐ Show all: Events

Per minute



Per second

Viewing: [Active Users](#) **Events (Last 30 min)**Metric Total: **689**

pdf

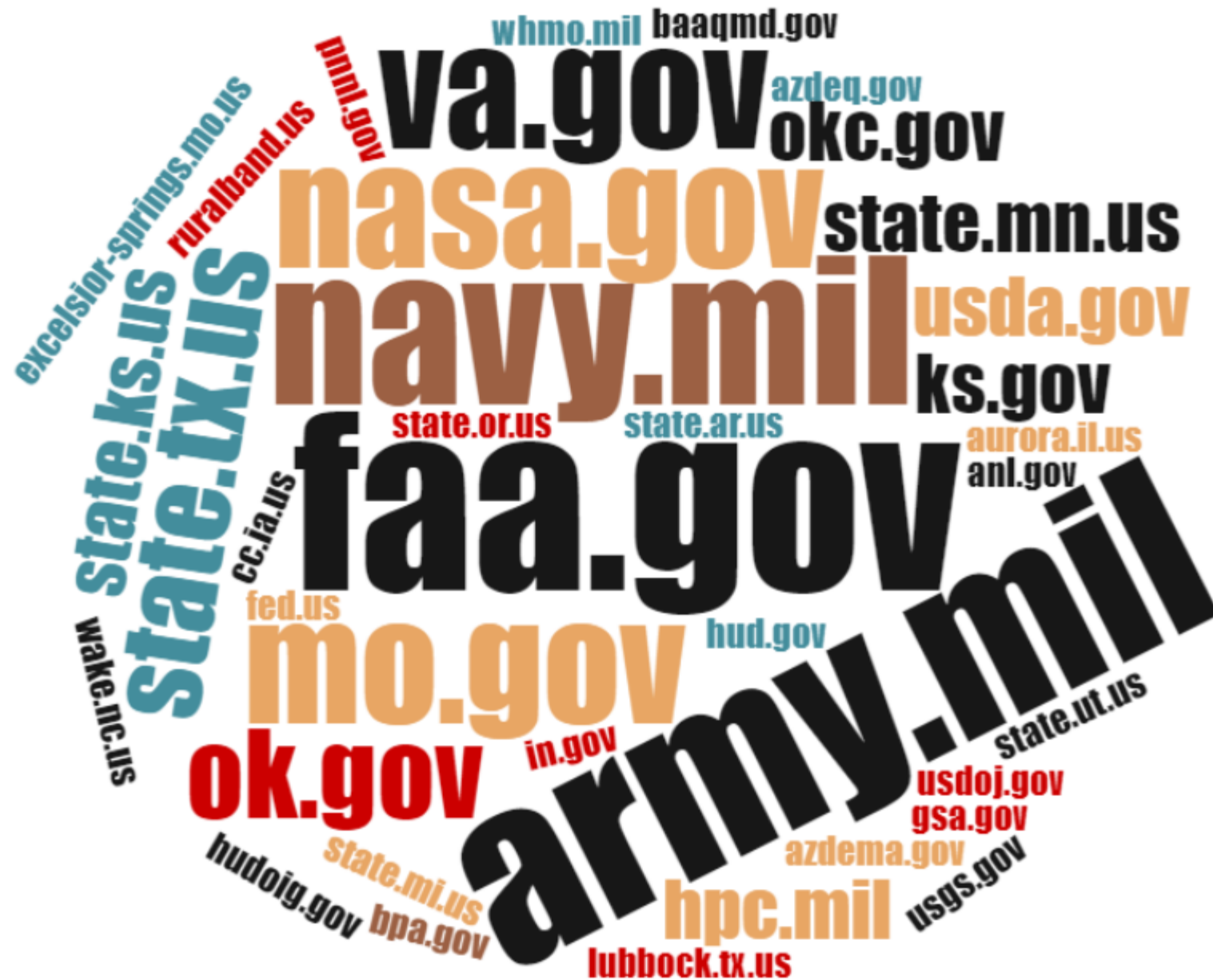


Event Action		Event Label	Events (Last 30 min) ↓	
1.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	59	8.56%
2.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	29	4.21%
3.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	25	3.63%
4.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	25	3.63%
5.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	19	2.76%
6.	pdf	https://www.cbp.gov/sites...0Form%206059B_English.pdf	16	2.32%
7.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	16	2.32%
8.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	14	2.03%
9.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	12	1.74%
10.	pdf	https://www.weather.gov/m.../sitreport/SitReport1.pdf	12	1.74%

Total Situation Report Downloads May 17 2019

Plot Rows	Secondary dimension	sitreport
Sort Type:	Default	
<input type="checkbox"/>	Event Label ?	Total Events ? ↓
		10,443 % of Total: 1.80% (580,793)
<input type="checkbox"/>	1. https://www.weather.gov/media/mpx/sitreport/SitReport1.pdf	1,950 (18.67%)
<input type="checkbox"/>	2. https://www.weather.gov/media/mkx/sitreport/SitReport1.pdf	1,217 (11.65%)
<input type="checkbox"/>	3. https://www.weather.gov/media/eax/sitreport/SitReport1.pdf	994 (9.52%)
<input type="checkbox"/>	4. https://www.weather.gov/media/oax/sitreport/SitReport1.pdf	981 (9.39%)
<input type="checkbox"/>	5. https://www.weather.gov/media/lbf/sitreport/SitReport1.pdf	717 (6.87%)
<input type="checkbox"/>	6. https://www.weather.gov/media/sgf/sitreport/SitReport1.pdf	621 (5.95%)
<input type="checkbox"/>	7. https://www.weather.gov/media/top/sitreport/SitReport1.pdf	617 (5.91%)
<input type="checkbox"/>	8. https://www.weather.gov/media/lxx/sitreport/SitReport1.pdf	501 (4.80%)
<input type="checkbox"/>	9. https://www.weather.gov/media/gid/sitreport/SitReport1.pdf	431 (4.13%)
<input type="checkbox"/>	10. https://www.weather.gov/media/tfx/sitreport/sitreport.pdf	319 (3.05%)

**315,000
Total
Pageviews**



So how do I view data easily and share this information?



Google Data Studio



Oregon DOT/Caltrans Service Advancement

**Mobile-friendly
web page to
better enable
weather-related
decision-making**



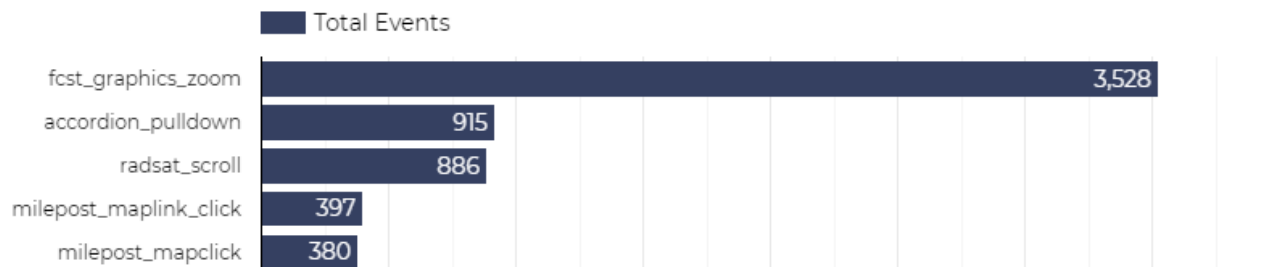
Is it effective?

Legend Overlays



All Engagement

Dec 1, 2017 - Mar 1, 2018



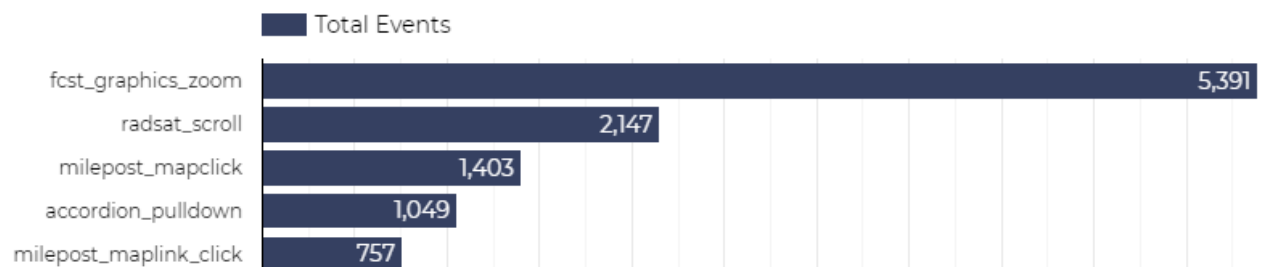
How did users find us?

Milepost map clicks tripled



All Engagement

Dec 1, 2018 - Mar 1, 2019



How did users find us?

A close-up of Darth Vader's helmeted head. His right hand is pressed against his mouth, with fingers spread, in a gesture of shock or realization. The helmet's visor is highly reflective, showing a distorted image of a tropical resort with palm trees and a building. The background is blurred, suggesting an outdoor setting.

THE MOMENT YOU REALIZE

**NO ONE KNOWS
ABOUT YOUR WEBSITE**



SNOWFALL REPORTS (IN)

4 N NEGAUNEE	26.5	2 NNE NEGAUNEE	26
NWS MARQUETTE	25.6	6 NNW ISHPEMING	24.3
1 N NEGAUNEE	23	3 NNW LITTLE LAKE	19.3
2 NW NATIONAL MINE	19	1 WNW TROWBRIDGE PARK	17.3
6 E CHAMPION	16.5	TROWBRIDGE PARK	16.3
1 W MARQUETTE	16	4 NNW SANDS	15.5
THREE LAKES	15	2 SSE HARVEY	13.1
2 S HARVEY	13.1	4 SE BIG BAY	13
2 ESE ESCANABA	12.8	1 ESE BERGLAND	12.4
1 SE CHATHAM	12	2 SSW ESCANABA	12
1 SSE PAINESDALE	11.5	MUNISING	11.5
1 NW BIG BAY	11.5	HARVEY	11.2
2 SE HERMAN	11	4 S SWANSON	11
3 NNE IRON MOUNTAIN	10.4	1 NW GARDEN CORNERS	10
7 ENE GARDEN	9.1	1 ESE THREE LAKES	9
11 WSW WATERSMEET	9	AMASA	9
4 NW MENOMINEE	8.5	1 S CASPIAN	8
11 S GRAND MARAIS	8	8 N MASS CITY	7.8
2 S BARAGA	6.5	2 ESE HOUGHTON	6

DATA VALID AS OF WED 04:19 PM - NWS MARQUETTE

NextCast Specific Events

Apr 22, 2019 - May 21, 201



Event Action	Even...	Tota...
1. Horiz7DayForecast	RIW	1,104
2. Horiz7DayForecast	ILX	166
3. Horiz7DayForecast	BOU	125
4. Horiz5DayForecast	AFG	54
5. dailyDoubleLineChartwNormRec	MTR	44
6. SingleColumn CurrentTemp	TBW	43
7. Horiz7DayForecast	OHX	41
8. dailyDoubleLineChartwNormRec	BOU	36
9. Horiz5DayForecast	OTX	36
10. Horiz7DayForecast	HGX	33
11. dailyLineChart	REV	33
12. dailyDoubleLineChartwNormRec	BOX	31
13. dailyDoubleLineChartwNormRec	GYX	28
14. SingleColumn CurrentTemp	SEW	25
15. Horiz7DayForecast	BOX	25

Grand... 4,903

1 - 25 / 997 < >

Event Label	Total Ev...
1. RIW	1,108
2. BOU	186
3. ILX	175
4. MTR	173
5. OTX	135
6. BOX	129
7. RNK	110
8. OHX	105
9. AFG	105
10. TBW	99
11. ILM	86
12. FSD	86
13. HNX	81
14. GYX	80
15. GRB	75

Grand total 4,903

1 - 25 / 101 < >

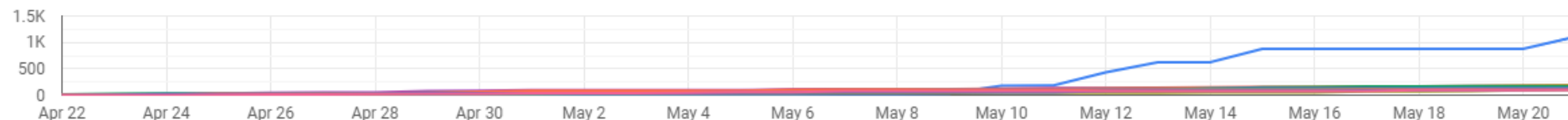
Event Action	Tota...
1. Horiz7DayForecast	1,820
2. Horiz5DayForecast	332
3. dailyDoubleLineChartwNormRec	314
4. SingleColumn CurrentTemp	310
5. Horiz4DayForecast	302
6. dailyLineChart	182
7. SingleColumnMW CurrentTemp	112
8. SingleColumnIRIS 1	107
9. Calendar pcpn	103
10. SingleColumnIRIS AccumPrecip24	82
11. Circular1DayForecast	77
12. Parallelogram5DayForecast	74
13. FP6MaxTHM	68
14. HorizXDayForecast	65
15. TempObFcstRecNorm	63

Grand total

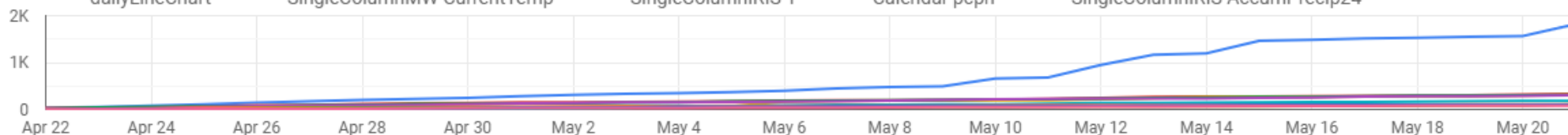
4,903

1 - 25 / 82 < >

RIW BOU ILX MTR OTX BOX RNK OHX AFG TBW



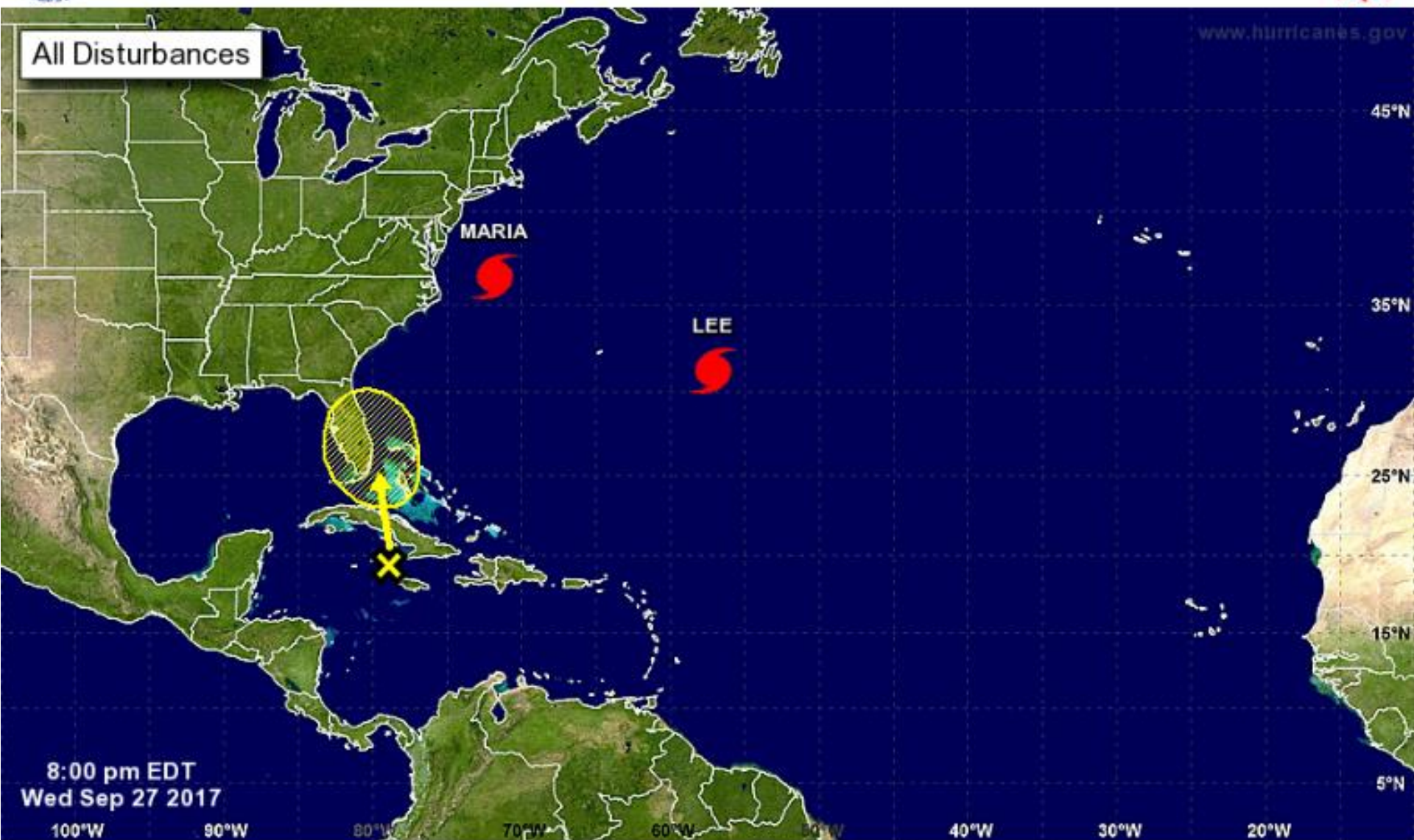
Horiz7DayForecast Horiz5DayForecast dailyDoubleLineChartwNormRec SingleColumn CurrentTemp Horiz4DayForecast
dailyLineChart SingleColumnMW CurrentTemp SingleColumnIRIS 1 Calendar pcpn SingleColumnIRIS AccumPrecip24





Five-Day Graphical Tropical Weather Outlook

National Hurricane Center Miami, Florida



Current Disturbances and Five-Day Cyclone Formation Chance: < 40% 40-60% > 60%

Tropical or Sub-Tropical Cyclone: Depression Storm Hurricane

Post-Tropical Cyclone Remnants

PARETO PRINCIPLE

20% EFFORT

80%
EFFORT

80%
EFFORT



80%
RESULTS

80%
RESULTS

20% RESULTS

Final Thoughts

Ask questions about the data, then answer

Market your work

Use Data Studio

Share and Learn

Focus on effectiveness/efficiency (80/20)

Our digital real estate is priceless